

Amendments to the Claims:

This listing of claims replaces all prior versions and listings of claims in the application:

Listing of Claims:

1. (Currently Amended) A computer-implemented method for advertising comprising the steps of:

delivering a first electronic document including an electronic advertisement in a first compacted display format[[:]], wherein the electronic advertisement can be transitioned from the compacted display format into an expanded display format upon receiving a first user selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format;

~~delivering the electronic advertisement in the second display format, the second expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;~~

~~receiving a second user selection of one of the one or more menu options after the electronic advertisement has been transitioned from the compact display format to the expanded display format in the first electronic document; and~~

delivering a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second expanded display format.

2. (Currently Amended) The computer-implemented method of claim 1, wherein one of the menu options includes a home menu option and further comprising:

receiving a selection of the home menu option; and

delivering the first electronic document including the electronic advertisement in the first compact display format.

3. (Currently Amended) The computer-implemented method of claim 1, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the ~~first compact~~ display format and the ~~second expanded~~ display format.
4. (Previously Presented) The computer-implemented method of claim 1, wherein the first and second electronic document comprise web pages.
5. (Previously Presented) The computer-implemented method of claim 4, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.
6. (Currently Amended) The computer-implemented method of claim 1, further comprising:
~~storing a price parameter value in association with the electronic advertisement for performance by end users viewing the advertisement; and~~
wherein the electronic advertisement comprises a target reference to an advertiser network location.
7. (Currently Amended) The computer-implemented method of claim 6, further comprising:
~~receiving a third user selection of the target reference, wherein performance is determined to have occurred when an end user selects upon receipt of the selection of the target reference.~~
8. (Currently Amended) The computer-implemented method of claim 6, further comprising:
~~receiving an indication of wherein performance is determined to have occurred based on user activity associated with the second expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.~~

9. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined period of time viewing the second expanded display format.
10. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises the user request to view the second expanded display format.
11. (Currently Amended) The computer-implemented method of claim 8, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the second expanded display format.
12. (Previously Presented) The computer-implemented method of claim 1 further comprising:
associating a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
13. (Previously Presented) The computer-implemented method of claim 12 wherein, the user may bookmark the electronic advertisement using the reference.
14. (Previously Presented) The computer-implemented method of claim 1 wherein, the second electronic document comprises a document provided by the advertiser.
15. (Previously Presented) The computer-implemented method of claim 14 wherein, the document provided by the advertiser comprises a web page from the advertiser's web site.
16. (Previously Presented) The computer-implemented method of claim 1, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.

17. (Previously Presented) The computer-implemented method of claim 16, further comprising:

receiving feedback information related to a user's purchase of one or more items.

18. (Currently Amended) An apparatus for delivering advertising comprising ~~the steps of~~:
an electronic advertisement output means for delivering a ~~first~~ first electronic document including an electronic advertisement in a ~~first~~ compact display format[[;]], ~~wherein the electronic advertisement can be transitioned from the compact display format into an expanded display format upon~~

~~selection receiving means for receiving a first user selection of an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format;~~

~~delivering means for delivering the electronic advertisement in the second display format, the second expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;~~

~~selection receiving means for receiving a second user selection of one of the one or more menu options after the electronic advertisement has been transitioned from the compact display format to the expanded display format; and~~

~~delivery means for delivering a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second expanded display format[;,].~~

19. (Currently Amended) The apparatus of claim 18, wherein one of the menu options includes a home menu option and wherein the selection receiving means receives a selection of the home menu option; and wherein the delivery means delivers the first electronic document including the electronic advertisement in the ~~first~~ compact display format.

20. (Currently Amended) The apparatus of claim 18, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user

actions to enable an end user system to display the first compact display format and the second expanded display format.

21. (Previously Presented) The apparatus of claim 18, wherein the first and second electronic document comprise web pages.

22. (Previously Presented) The apparatus of claim 18, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.

23. (Currently Amended) The apparatus of claim 18 further comprising:
storage means for storing a price parameter value in association with the electronic advertisement ~~for performance by end users viewing the advertisement~~; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.

24. (Currently Amended) The apparatus of claim 23, wherein the selection receiving means receives a third user selection of the target reference, [[a]] wherein performance is determined to have occurred ~~when a user selects upon receipt of the selection of the target reference~~.

25. (Currently Amended) The apparatus of claim 23, wherein the selection receiving means receives an indication of performance is determined to have occurred based on user activity associated with the second expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

26. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises a predetermined period of time viewing the second expanded display format.

27. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises the user request to view the second expanded display format.
28. (Currently Amended) The apparatus of claim 25, wherein the user activity comprises a predetermined number of user selections of the one or more menu options available in the second expanded display format.
29. (Previously Presented) The apparatus of claim 18, further comprising storage means that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
30. (Previously Presented) The apparatus of claim 29, wherein the user may bookmark the electronic advertisement using the reference.
31. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises a document provided by the advertiser.
32. (Currently Amended) The apparatus of claim 31, wherein the document provided by the advertiser [[10]] comprises a web page from the advertiser's web site.
33. (Previously Presented) The apparatus of claim 18, wherein the second electronic document comprises an electronic document that includes functionality to permit the user to purchase one or more items.
34. (Previously Presented) The apparatus of claim 33, further comprising feedback means for receiving feedback information related to a user's purchase of one or more items.
35. (Currently Amended) An apparatus for delivering advertising comprising the steps of:
an electronic advertisement output system for delivering a first electronic document including an electronic advertisement in a compact display format, wherein the electronic

advertisement can be transitioned from the compact display format into an expanded display format upon a first user selection of an expansion icon associated with the electronic advertisement, the expanded display format comprising one or more menu options and a reference to a network location for retrieving specified content associated with each menu option;

a selection receiving module that receives a first second user selection of one of the one or more menu options after the electronic advertisement has been transitioned from the compact display format to the expanded display format an expansion icon associated with the electronic advertisement, where the expansion icon is selectable to transition the electronic advertisement from the first display format into a second display format and receives a selection of one or more menu options associated with the second display format;

a delivery module that delivers the electronic advertisement in the second display format, the second display format comprising the one or more menu options and a reference to a network location for retrieving specified content associated with each menu option and delivers a second electronic document including content from the referenced network location associated with the menu option selected and including the electronic advertisement in the second expanded display format.

36. (Currently Amended) The apparatus of claim 35, wherein one of the menu options includes a home [[5]] menu option and wherein the selection receiving means receives a selection of the home menu option; and

wherein the delivery module delivers the first electronic document including the electronic advertisement in the first compact display format.

37. (Currently Amended) The apparatus of claim 35, wherein the electronic advertisement comprises a morphing electronic advertisement that includes instructions for interpreting user actions to enable an end user system to display the first compact display format and the second expanded display format.

38. (Previously Presented) The apparatus of claim 35, wherein the first and second electronic document comprise web pages.

39. (Previously Presented) The apparatus of claim 35, wherein the network locations specified in reference to the one or more menu options comprise network locations provided by or affiliated with a host entity that delivered the first electronic document and the electronic advertisement.

40. (Currently Amended) The apparatus of claim 35, further comprising:
a database system for storing a price parameter value in association with the electronic advertisement ~~for performance by end users viewing the advertisement~~; and
wherein the electronic advertisement comprises a target reference to an advertiser network location.

41. (Currently Amended) The apparatus of claim 35, wherein the selection receiving module receives a third user selection of the target reference, [[a]] wherein performance is determined to have occurred when a user selects upon receipt of the selection of the target reference.

42. (Currently Amended) The apparatus of claim 35, wherein the selection receiving module receives an indication of performance is determined to have occurred based on user activity associated with the second expanded display format, wherein performance is determined to have occurred upon receipt of the indication of the user activity.

43. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises a predetermined period of time viewing the second expanded display format.

44. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises the user request to view the second expanded display format.

45. (Currently Amended) The apparatus of claim 42, wherein the user activity comprises a predetermined [[10]] number of user selections of the one or more menu options available in the second expanded display format.
46. (Previously Presented) The apparatus of claim 35, further comprising a storage system that stores a reference to the electronic advertisement for use by the user in retrieving the electronic advertisement.
47. (Previously Presented) The apparatus of claim 45, wherein the user may bookmark the electronic advertisement using the reference.
48. (Previously Presented) The apparatus of claim 35, wherein the second electronic document comprises a document provided by the advertiser.
49. (Previously Presented) The apparatus of claim 47, wherein the document provided by the advertiser comprises a web page from the advertiser's web site.
50. (Currently Amended) The apparatus of claim 35, wherein the second electronic document comprises an [[20]] electronic document that includes functionality to permit the user to purchase one or more items.
51. (Previously Presented) The apparatus of claim 49, further comprising a feedback module that receives feedback information related to a user's purchase of one or more items.